

Selling Textbook/Competency Cross-reference

Competency	<i>Entrepreneurship and Small Bus. Mgmt.</i>	<i>Mkt. Essentials, 1st Ed.</i>	<i>Mkt. Essentials, 2nd Ed.</i>	<i>Mkt. Found. & Functions</i>	<i>Mkt. Practices & Principles</i>	<i>Retail Mds.</i>
H.1.a		Chapter 14	Chapter 14		Chapters 33 & 34	
H.1.b.		Chapter 15	Chapter 15		Chapter 34	Chapters 36 & 37
H.1.c.		Chapter 15	Chapter 15		Chapter 34	Chapters 36 & 37
H.1.d.		Chapter 15	Chapter 15		Chapter 34	Chapters 36 & 37
H.1.e.		Chapter 13	Chapters 13 & 14	Chapters 8 & 9	Chapters 7 & 34	Chapters 22 & 35
H.1.f.		Chapter 13	Chapters 13 & 14	Chapter 9	Chapter 34	Chapter 36
H.2.a.		Chapter 14	Chapter 14		Chapters 33 & 34	
H.2.b.		Chapter 14	Chapter 14		Chapter 34	Chapters 36 & 37
H.2.c.		Chapters 13 & 15	Chapters 13, 14, & 15	Chapter 9	Chapter 34	Chapters 6 & 36
H.2.d.		Chapters 12 & 15	Chapters 13 & 15		Chapter 34	Chapters 36 & 37
H.2.e.		Chapters 13 & 14	Chapters 13, 14, & 15	Chapter 9	Chapter 34	Chapters 6 & 36
H.2.f.		Chapter 16	Chapter 16	Chapter 9	Chapter 34	Chapters 6 & 37
H.2.g.		Chapter 17	Chapter 17	Chapter 9	Chapter 34	Chapters 6 & 37
H.2.h.		Chapter 17	Chapter 17	Chapter 9	Chapter 34	Chapters 6, 37, 38, & 41
H.2.i.		Chapters 13 & 15	Chapters 13, 14, & 15	Chapter 9	Chapter 34	Chapter 36
H.2.j.		Chapter 13	Chapters 13 & 14	Chapter 9	Chapter 34	Chapters 36 & 37
H.3.a.		Chapter 12	Chapters 13 & 14	Chapter 9	Chapters 33 & 34	Chapters 35, 36, 37, & 38
H.3.b.		Chapters 12 & 42	Chapters 13 & 41		Chapter 33	Chapter 35
H.3.c.		Chapter 12	Chapter 19	Chapters 17 & 18	Chapters 25 & 33	Chapters 3 & 36

H.3.d.	Chapter 12	Chapter 13	Chapter 15	Chapters 25 & 34	Chapter 39
H.4.a.	Chapters 14 & 15	Chapters 14 & 15	Chapter 9	Chapter 34	Chapters 36 & 37
H.4.b.	Chapter 17	Chapter 17	Chapter 9	Chapter 34	Chapter 37
H.4.c.	Chapter 17	Chapter 17	Chapter 9	Chapter 34	Chapter 37
H.4.d.	Chapter 17	Chapter 17	Chapter 9	Chapter 34	Chapters 37 & 38
H.4.e.				Chapter 33	
H.5.a.	Chapter 13	Chapters 13 & 14		Chapter 34	
H.5.b.	Chapter 17	Chapter 17		Chapters 33 & 34	Chapter 7
H.5.c.				Chapters 33 & 34	Chapter 7
H.6.a.	Chapter 13	Chapters 13 & 14	Chapters 8 & 9	Chapters 7 & 8	Chapters 5 & 35
H.6.b.	Chapters 13 & 14	Chapters 13 & 14	Chapters 17 & 18	Chapters 7 & 33	Chapter 35
H.6.c.	Chapter 22	Chapter 22	Chapter 26	Chapter 14	Chapters 3, 21, 22, 23, & 24
H.6.d.	Chapter 22	Chapter 32	Chapter 26	Chapter 14	